



#SoloPR Transcript –4/9/2014

Q1: What are your ideas, tips for effectively on-boarding new client? [#SoloPR](#)

Q2: How do you get in a groove working with a new client? [#SoloPR](#)

Q3: What to do about scope creep of sorts. i.e: client keeps trying to add "just a few more hours a week" to your contract? [#SoloPR](#)

Q4: What's the best way to package & promote new set of services (ie social media trainings) w/out sounding self-promotional? [#SoloPR](#)

Q5: Twitter employee tweeted her birth: how much is too much? Do you have guidelines for yourself/clients? [#SoloPR](#)



[PatriceKCokley2:00pm via TweetDeck](#)

You all have a great week! Great chat today. [#solopr](#)



[SoloPR1:58pm via Nurph](#)

The chat transcript will be on soloprpro dot com tomorrow. Have a great week, everyone- see you next Wed, 1-2pm ET! [#SoloPR](#)



[SoloPR1:58pm via Nurph](#)

Thanks everyone for being here and for being so nice to the moderator! :-) [#SoloPR](#)



[KristK](#) 1:57pm via Twubs

As always, I'm so glad I took a few minutes from the chaos to connect with my [#solopr](#) pals. Helps me see beyond my to-do list.



[SoloPR](#) 1:57pm via HootSuite

Good point! RT [@phyllisweisspr](#): [#solopr](#) How much sharing online is "too much" depends on changing societal standards.



[phyllisweisspr](#) 1:57pm via Tweet Button

[#solopr](#) Thanks for leading a fun session today.



[mlaffs](#) 1:56pm via web

[@phyllisweisspr](#) all your tweets on [#soloPR](#) today are fantastic!



[phyllisweisspr](#) 1:56pm via Tweet Button

[#solopr](#) How much sharing online is "too much" depends on changing societal standards.



[jendonovansf](#) 1:56pm via TweetDeck

[@SoloPR](#) Great chat this week. Thanks [@KarenSwim!](#) [#solopr](#)



[SoloPR](#) 1:55pm via Nurph

We're almost out of time, thanks for joining! Remember we chat on the hashtag all week long. [#SoloPR](#)



[KristK](#) 1:54pm via Twubs

RT @KarenSwim A5: With so many generations intersecting on channels, even more important to set boundaries in advance [#solopr](#)



[SoloPR1:53pm via Nurph](#)

RT @KristK: A5: First reaction now for many is to post. Impt to do advance prep, education for staff on pitfalls, policies. [#solopr](#)



[KarenSwim1:53pm via HootSuite](#)

A5: There are things that are normal sharing for some gen. and uncomfortable for others [#solopr](#)



[KristK1:52pm via Twubs](#)

A5: First reaction now for many is to post. Impt to do advance prep, education for staff on pitfalls, policies. [#solopr](#)



[KarenSwim1:52pm via HootSuite](#)

A5: With so many generations intersecting on channels, even more important to set boundaries in advance [#solopr](#)



[3HatsComm1:52pm via TweetDeck](#)

+1 RT @BluePepperPR: A5: Align your actions w/ the plan. [#solopr](#)



[3HatsComm1:51pm via TweetDeck](#)

A5 Brand, audience, voice.. all vary. Freedom I have to be 'me' online as [#soloPR](#) will differ if working for other brand.



[SoloPR1:51pm via Nurph](#)

@KristK Great point about how the channels have evolved to be more open [#SoloPR](#)



[jendonovansf](#) 1:51 pm via TweetDeck

@[KarenSwim](#) Wow, thanks Karen. You made my day!! [#solopr](#)



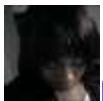
[BluePepperPR](#) 1:51 pm via TweetChat powered by oneQube

A5: There's an audience for everything but that doesn't mean you need to be the star of the show. Align your actions w/ the plan. [#solopr](#)



[KristK](#) 1:50 pm via Twubs

A5: Folks are using social channels to express their feelings, share opinions/moments/emotions. Funerals, hospice, births, etc. [#solopr](#)



[KeeyanaHall](#) 1:50 pm via Echofon

RT @[KarenSwim](#): A5: Guidelines are critical, important to know the boundaries appropriate for your brand/audience [#solopr](#)



[KateRobins](#) 1:50 pm via web

[#A5](#) Comes back to whether it helps the client deliver on their mission. For Twitter, that works. For others maybe not so much. [#solopr](#)



[KarenSwim](#) 1:50 pm via HootSuite

A5: Guidelines are critical, important to know the boundaries appropriate for your brand/audience [#solopr](#)



[KeeyanaHall](#) 1:49 pm via Echofon

MRT @[BluePepperPR](#): A4: Is it abt self or solutions? If the latter, share w/out apology or hesitation; it's called biz dev & growth. [#solopr](#)



[SoloPR](#)1:48pm via Nurph

Excellent point! RT @3HatsComm "Too 'whatever' is subjective". [#soloPR](#) [#SoloPR](#)



[KateRobins](#)1:48pm via web

RT @KristK: RT @SoloPR Q5: Twitter employee tweeted her birth: how much is too much? Do you have guidelines for yourself/clients? [#SoloPR](#)



[3HatsComm](#)1:48pm via TweetDeck

@KristK "introductory pricing for best, loyal clients. lock in that rate now." that's a marketing thing, right? ;-)
[#soloPR](#)



[PatriceKCokley](#)1:48pm via TweetDeck

A5 TMI! UNLESS her birth was a part of her brand voice. lol [#solopr](#)



[KeeyanaHall](#)1:48pm via Echofon

A5: Depends on your audience & the relationship/level of engagement you have w/them as well as what your brand is. [#SoloPR](#)



[PatriceKCokley](#)1:47pm via TweetDeck

RT @SoloPR: Q5: Twitter employee tweeted her birth: how much is too much? Do you have guidelines for yourself/clients? [#SoloPR](#)



[KristK](#)1:47pm via Twubs

RT @SoloPR Q5: Twitter employee tweeted her birth: how much is too much? Do you have guidelines for yourself/clients? [#SoloPR](#)



[Phyllisweisspr1:47pm via Tweet Button](#)

RT @BluePepperPR: A4: Is it about self or solutions? If the latter, share without apology or hesitation; it's called biz development and gr#solopr



[3HatsComm1:47pm via TweetDeck](#)

A5 TEHO everyone will have their own way; it will vary as their social lives, jobs change. Too 'whatever' is subjective. #soloPR



[KristK1:47pm via Twubs](#)

A4: Offer your new service to local non-profit (discount or pro bono) and then tout results, get recommended #solopr



[BluePepperPR1:46pm via TweetChat powered by oneQube](#)

A4: Is it about self or solutions? If the latter, share without apology or hesitation; it's called biz development and growth. #solopr



[KristK1:45pm via Twubs](#)

Case study! RT @phyllisweisspr #solopr Share an example of how your new service helped a client and offer to do the same for others.



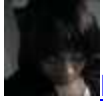
[3HatsComm1:45pm via TweetDeck](#)

RT @phyllisweisspr: #solopr Share an example of how your new service helped a client and offer to do the same for others.



[SoloPR1:45pm via Nurph](#)

Q5: Twitter employee tweeted her birth: how much is too much? Do you have guidelines for yourself/clients? #SoloPR



[KeeyanaHall](#) 1:45pm via Echofon

Yes! RT @phyllisweisspr: [#solopr](#) Share an example of how your new service helped a client and offer to do the same for others.



[KristK](#) 1:45pm via Twubs

I agree! RT @3HatsComm IMO it's ok to tell clients you're growing, expanding w/ services that could help them [#soloPR](#)



[SoloPR](#) 1:45pm via Nurph

Final question coming up! [#SoloPR](#)



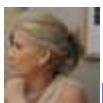
[phyllisweisspr](#) 1:44pm via Tweet Button

RT @KateRobins: @phyllisweisspr [#solopr](#) I know. WW@gregbrooksDO?



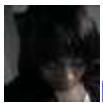
[phyllisweisspr](#) 1:44pm via Tweet Button

[#solopr](#) Share an example of how your new service helped a client and offer to do the same for others.



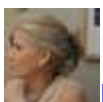
[KateRobins](#) 1:44pm via web

@phyllisweisspr [#solopr](#) I know. WW@gregbrooksDO?



[KeeyanaHall](#) 1:43pm via Echofon

A4: Provide something of value (blog series, videos, etc.) to your community that can be linked/tied to your new services. [#SoloPR](#)



[KateRobins](#) 1:43pm via web

RT @phyllisweisspr: [#solopr](#) Why do we as women care about sounding too self-promotional?



[3HatsComm](#) 1:42pm via TweetDeck

@jendonovans email announcement? IMO it's ok to tell clients you're growing, expanding w/ services that could help them [#soloPR](#)



[SoloPR](#) 1:42pm via Nurph

True! RT @BluePepperPR A4: If you aren't promoting yourself... who will? Lead with the benefits of the new services. [#solopr](#) [#SoloPR](#)



[KristK](#) 1:42pm via Twubs

RT @KarenSwim A4: Go through any promo copy and circle "I" and remove. Focus on what buyers want, not what you want to sell [#solopr](#)



[phyllisweisspr](#) 1:42pm via Tweet Button

[#solopr](#) Why do we as women care about sounding too self-promotional?



[KarenSwim](#) 1:42pm via HootSuite

A4: Sometimes this is more about discomfort with selling so think like a business (i.e. you're Nike) and not indiv. [#solopr](#)



[phyllisweisspr](#) 1:41 pm via Tweet Button

RT @KarenSwim: A4: One quick tip, go through any promo copy and circle "I" and remove. Focus on what buyers want not what you want to sell [#solopr](#)



[KristK](#) 1:41 pm via Twubs

A4: Perhaps as simple as adding to your email signature? [#solopr](#)

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For more information and resources, visit <http://soloprpro.com/>



[BluePepperPR](#) 1:41pm via TweetChat powered by oneQube

A4: Don't shy away from self-promotion. If you aren't promoting yourself... who will? Lead with the benefits of the new services. [#solopr](#)



[jendonovansf](#) 1:41pm via TweetDeck

RT @SoloPR: Q4: What's the best way to package & promote new set of services (ie social media trainings) w/out sounding self-promotional? [##SoloPR](#)



[KarenSwim](#) 1:40pm via HootSuite

A4: One quick tip, go through any promo copy and circle "I" and remove. Focus on what buyers want not what you want to sell [#solopr](#)



[KristK](#) 1:40pm via Twubs

Looking forward to Q4 answers. I want to offer ad agencies access to my bevy of media svcs (queries, research, monitoring, etc.) [#solopr](#)



[KateRobins](#) 1:39pm via web

@SoloPR @cloudspark [#solopr](#) Thanks. My, it's a great day in here today!



[SoloPR](#) 1:38pm via Nurph

@jendonovansf link to ebook for pro members soloprpro.com/premium/conten... [#SoloPR](#)



[KristK](#) 1:38pm via Twubs

RT @SoloPR Q4: How to package & promote new set of services (ie social media trainings) w/out sounding self-promotional? [#SoloPR](#)



[KateRobins](#)1:38pm via web

RT @3HatsComm: A4 a 'take it to the next level' post or newsletter; outline part of the new offering, then mention it in CTA [#soloPR](#)



[jendonovansf](#)1:38pm via TweetDeck

@3HatsComm What if you don't have a blog or newsletter? [#solopr](#)



[3HatsComm](#)1:37pm via TweetDeck

A4 a 'take it to the next level' post or newsletter; outline part of the new offering, then mention it in CTA [#soloPR](#)



[SoloPR1](#)1:37pm via Nurph

@KateRobins Yes in fact @cloudspark contributed to an entire series that delves into this issue [#SoloPR](#)



[jendonovansf](#)1:36pm via TweetDeck

@KarenSwim @cloudspark Great insight both of you. Appreciated. [#solopr](#)



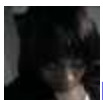
[KateRobins](#)1:36pm via web

@cloudspark Do you/have you seen posts on this? I'll google if you can't point. [#solopr](#)



[KarenSwim](#)1:36pm via HootSuite

@cloudspark @jendonovansf Yes much better word choice, "maxed out" is my own word for my overwhelm recently :-)
[#solopr](#)



[KeeyanaHall](#)1:36pm via Echofon

A3: Also, don't let the client bully or guilt you into doing extra work. Stand firm. [#SoloPR](#)



[KateRobins](#)1:35pm via web

RT @[KristK](#): A3: Response to client request: Happy to help. Let's chat about how that impacts other projects, deadlines and your bill. [#solopr](#)



[SoloPR](#)1:35pm via Nurph

Q4: What's the best way to package & promote new set of services (ie social media trainings) w/out sounding self-promotional? [#SoloPR](#)



[cloudspark](#)1:35pm via web

@[KarenSwim](#) @[jendonovans](#) i prefer the phrase "at capacity" [#solopr](#)



[SoloPR](#)1:34pm via Nurph

Great discussion on Q3, stand by for next question! [#SoloPR](#)



[KarenSwim](#)1:34pm via HootSuite

@[jendonovans](#) You can read a great explanation/tips in the How & When to Raise Your Rates ebook, will find & tweet link later [#solopr](#)



[phyllisweisspr](#)1:33pm via Tweet Button

[#solopr](#) Keep them coming back for more (and paying for it!)



[jendonovans](#)1:32pm via TweetDeck

@[KarenSwim](#) Might be tough in this case, but worth exploring. [#solopr](#)



[KristK](#)1:32pm via Twubs

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Yes! RT @KarenSwim Remember if you're maxed out, it's time to raise your rates [#solopr](#)



[KateRobins](#)1:32pm via web

@KarenSwim @jendonovansf [#solopr](#) A3 Hand up here!



[3HatsComm](#)1:31pm via TweetDeck

@KateRobins true. always in the beginning, have to go thru it again, several different ways, to get on same page [#soloPR](#)



[jendonovansf](#)1:31pm via TweetDeck

@KarenSwim What's the formula behind that approach? [#solopr](#)



[KristK](#)1:31pm via Twubs

@3HatsComm Rah! Rah! [#solopr](#)



[KarenSwim](#)1:31pm via HootSuite

@jendonovansf Also remember if you're maxed out, it's time to raise your rates [#solopr](#)



[KristK](#)1:31pm via Twubs

RT @3HatsComm instead of treating scope creep as negative, embrace it as opportunity that will deliver ROI, value for added costs [#soloPR](#)



[cloudspark](#)1:31pm via web

@KristK exactly, it's never a straight-up yes. it's a yes, and let's find the money for it. [#solopr](#)



[3HatsComm](#)1:31pm via TweetDeck

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@[KristK](#) can't say that always works, but I do give it the college try ;-)
[#soloPR](#)



[KarenSwim](#) 1:31pm via HootSuite

@[jendonovansf](#) Aww got it, that's different, if you don't have capacity, can you add team members?
[#solopr](#)



[3HatsComm](#) 1:30pm via TweetDeck

@[KristK](#) instead of treating the scope creep as negative, embrace it as opportunity that will deliver ROI, value for added costs
[#soloPR](#)



[KateRobins](#) 1:30pm via web

@[phyllisweisspr](#) A3
[#solopr](#) ...or free.



[KateRobins](#) 1:30pm via web

A3
[#solopr](#) Had a guy bldng us a rock wall (in conn.) once. Did it by length. You want it to further? Another thou. Image sticks.



[KristK](#) 1:29pm via Twubs

Good advice! MT @[KarenSwim](#) Make it about them and their needs not you, so remind them how to get what they're paying for
[#solopr](#)



[jendonovansf](#) 1:29pm via TweetDeck

RT @[phyllisweisspr](#):
[#solopr](#) Remember, if clients need more of your time, they obviously think your work is invaluable.



[jendonovansf](#) 1:29pm via TweetDeck

@[KarenSwim](#) They are willing to pay more. Just trying to manage other client needs and stay open for new opportunities.
[#solopr](#)



[SoloPR1:29pm via Nurph](#)

[@3HatsComm](#) [@KristK](#) Great suggestion! [#SoloPR](#)



[phyllisweisspr1:29pm via Tweet Button](#)

[#solopr](#) Remember, if clients need more of your time, they obviously think your work is invaluable.



[KeeyanaHall1:29pm via Echofon](#)

A3: 1st, figure out if request can be managed. Then, if you're willing to absorb time/cost or if add'l charges are necessary. [#SoloPR](#)



[KarenSwim1:28pm via HootSuite](#)

[@jendonovansf](#) The trick is to make it about them and their needs not you, so remind them how to get what they're paying for [#solopr](#)



[KristK1:28pm via Twubs](#)

I like that! MT [@3HatsComm](#) Say "great idea, to add that project .. it's a smart investment, I'll send you estimate of + time/fees" [#solopr](#)



[thefriendraiser1:27pm via Twitter for Android](#)

RT [@KristK](#): A3: Response to client request: Happy to help. Let's chat about how that impacts other projects, deadlines and your bill. [#solopr](#)



[KateRobins1:27pm via web](#)

[@3HatsComm](#) [#solopr](#) A3. Always wonder if something in ed at beg could've helped this. How to read them to be sure they understand.



[3HatsComm1](#):26pm via TweetDeck

@[KristK](#) or something like "great idea, to add that project .. it's a smart investment, I'll send you an estimate of + time/fees" [#soloPR](#)



[jendonovansf1](#):26pm via TweetDeck

@[KarenSwim](#) Budget is not the issue, it's the "not leaving room for other work" issue. [#solopr](#)



[KeeyanaHall1](#):26pm via Echofon

RT @[BluePepperPR](#): A3: If they consistently need more time, revisit your agreement. [#solopr](#)



[SoloPR1](#):26pm via Nurph

This! RT @[KristK](#) Happy to help. Let's chat about how that impacts other projects, deadlines and your bill. [#solopr](#) [#SoloPR](#)



[KarenSwim1](#):25pm via HootSuite

@[jendonovansf](#) Make it about them i.e. I want to make sure that you get the ROI on your investment, we have X hours this month [#solopr](#)



[BluePepperPR1](#):25pm via TweetChat powered by oneQube

A3: If they consistently need more time, revisit your agreement. [#solopr](#)



[phyllisweisspr1](#):25pm via Tweet Button

RT @[3HatsComm](#): A3 Say so. point out that they keep adding projects, so you have to reshape, recalculate the plan, the budget. [#soloPR](#)



[KristK1:25pm via Twubs](#)

RT @3HatsComm A3 Say so. point out that they keep adding projects, so you have to reshape, recalculate the plan, the budget. [#soloPR](#)



[3HatsComm1:24pm via TweetDeck](#)

A3 Say so. point out that they keep adding projects, so you have to reshape, recalculate the plan, the budget. [#soloPR](#)



[KristK1:24pm via Twubs](#)

A3: Response to client request: Happy to help. Let's chat about how that impacts other projects, deadlines and your bill. [#solopr](#)



[KarenSwim1:24pm via HootSuite](#)

@jendonovansf No, if you don't have the hours to give them, help them prioritize for the month to maximize their budgeted hours [#solopr](#)



[BluePepperPR1:24pm via TweetChat powered by oneQube](#)

For single-time requests we may absorb the time as part of strengthening the relationship. It depends on the client + request. [#solopr](#)



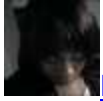
[KateRobins1:23pm via web](#)

RT @KarenSwim: If clients want to pay me more I won't complain! ;-) [#solopr](#)



[jendonovansf1:23pm via TweetDeck](#)

@KarenSwim Even if it takes time away from other potential work? [#solopr](#)



[KeeyanaHall](#) 1:22pm via Echofon

Bingo RT @KristK: A3: Make sure they understand a few more hours = more hours billed. Not running a charity here. [#solopr](#)



[BluePepperPR](#) 1:22pm via TweetChat powered by oneQube

Hi, @KeeyanaHall. Jump on in... ;) [#solopr](#)



[KarenSwim](#) 1:22pm via HootSuite

If clients want to pay me more I won't complain! ;-) [#solopr](#)



[KateRobins](#) 1:22pm via web

@PatriceKCokley [#solopr](#) Yes. To research and know their story.



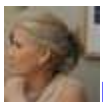
[jendonovans](#) 1:22pm via TweetDeck

@phyllisweisspr 30-60-90 day plan. [#solopr](#)



[phyllisweisspr](#) 1:21pm via Tweet Button

[#solopr](#) OK, I had to ask. What is the 30-60-90, y'all?



[KateRobins](#) 1:21pm via web

RT @KristK: RT @SoloPR What to do about scope creep of sorts. i.e: client keeps trying to add "just a few more hours a week" to your contra [#SoloPR](#)



[SoloPR](#) 1:21pm via Nurph

Yes! RT @KristK A3: Make sure they understand a few more hours = more hours billed. Not running a charity here. [#solopr](#) [#SoloPR](#)

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[BluePepperPR](#) 1:21pm via TweetChat powered by oneQube

Q3: We provide an estimate of hours associated with the request + rate. [#solopr](#)



[PatriceKCokley](#) 1:21pm via TweetDeck

@[KeeyanaHall](#) Hi Keeyana [#solopr](#)



[KarenSwim](#) 1:21pm via HootSuite

Agree, I use this too! RT @[cloudspark](#): @[KateRobins](#) i find the 30-60-90 so effective, clients have begun to use it internally. [#solopr](#)



[KristK](#) 1:21pm via Twubs

A3: Make sure they understand a few more hours = more hours billed. Not running a charity here. [#solopr](#)



[KeeyanaHall](#) 1:21pm via Echofon

Jumping into the [#solopr](#) convo for a bit. Hi everyone! *waves*



[cloudspark](#) 1:20pm via HootSuite

@[KateRobins](#) i find the 30-60-90 so effective, clients have begun to use it internally. [#solopr](#)



[KateRobins](#) 1:20pm via web

@[KellyeCrane](#) @[KarenSwim](#) Ha! [#solopr](#)



[3HatsComm](#) 1:20pm via TweetDeck

+1 RT @PatriceKCokley: Some may be more hands, or some may need more educating than. Each one is diff. I dive in and get to it. [#solopr](#)



[KarenSwim](#) 1:20pm via HootSuite

Report time weekly and remind of hours cap (if you have one) and additional charges for adding hours. [#solopr](#)



[KateRobins](#) 1:20pm via web

RT @JanetLFalk: .@PatriceKCokley Agree best to meet in person, even if met before. You can see the lay of their landscape. [#solopr](#)



[KristK](#) 1:20pm via Twubs

RT @SoloPR What to do about scope creep of sorts. i.e: client keeps trying to add "just a few more hours a week" to your contract? [#SoloPR](#)



[CjShaffer1](#) 1:19pm via TweetDeck

[#solopr](#) keep balance between acceptable creep and out of scope creep. Always clearly define SOW and charges for service outside of SOW



[KristK](#) 1:19pm via Twubs

Dropping in to [#solopr](#) chat. Kristie here from MS Gulf Coast. Fave phrase of the day: "Chase greatness."



[KateRobins](#) 1:19pm via web

[#solopr](#) A2. Weekly meetings are helpful. Keep momentum going, everyone in agreement.



[SoloPR1](#) 1:19pm via Nurph

What to do about scope creep of sorts. i.e: client keeps trying to add "just a few more hours a week" to your contract? [#SoloPR](#)



[PatriceKCokley](#) 1:18pm via TweetDeck

Some may be more hands on than others, or some may need more educating than others. Each one is diff. I dive in and get to it. [#solopr](#)



[SoloPR1](#):18pm via Nurph

Great tips and information, shifting gears a bit for Q3 [#SoloPR](#)



[KateRobins](#) 1:17pm via web

RT @[3HatsComm](#): @[jendonovansf](#) agree, patience for them and you. It's why that 30-60-100 plan is so important to manage expectations. [#soloPR](#)



[jendonovansf](#) 1:17pm via TweetDeck

@[3HatsComm](#) Great point, Davina. [#solopr](#)



[PatriceKCokley](#) 1:17pm via TweetDeck

A2: It takes me maybe a month to a month and half to get in the groove. Every client is not the same. [#solopr](#)



[3HatsComm](#) 1:16pm via TweetDeck

@[jendonovansf](#) agree, patience for them and you. It's why that 30-60-100 plan is so important to manage expectations. [#soloPR](#)



[PatriceKCokley](#) 1:16pm via TweetDeck

RT @[SoloPR](#): Next question, related to Q1...Q2: How do you get in a groove working with a new client? [#SoloPR](#)



[PatriceKCokley](#) 1:16pm via TweetDeck

@[JanetLFalk](#) Exactly! [#solopr](#)



[PatriceKCokley](#) 1:16pm via TweetDeck

RT @[JanetLFalk](#): .@[PatriceKCokley](#) Agree best to meet in person, even if met before. You can see the lay of their landscape. [#solopr](#)



[JanetLFalk](#) 1:15pm via web

Greetings from NYC-based pro w/ small biz, nonprofit, law firm, consultant clients. Also subcontract to busy [#solopr](#) colleagues.



[KateRobins](#) 1:15pm via web

RT @[phyllisweisspr](#): [#solopr](#) It's important to learn a new client's working style, expectations and how and how often they like to receive i...



[KateRobins](#) 1:15pm via web

RT @[3HatsComm](#): @[phyllisweisspr](#) setting up those workflows is step 1, part of the contract of who's the decision maker [#soloPR](#)



[jendonovansf](#) 1:15pm via TweetDeck

A2: Be patient (with them & yourself) while you ramp, understand their motivations, get a sense of styles & how you can complement. [#Soloopr](#)



[SoloPR](#) 1:14pm via Nurph

Good tips @[3HatsComm](#) interview employees, vendors, customers; get a better sense of the biz, brand.. [#soloPR](#) [#SoloPR](#)



[3HatsComm1:14pm via TweetDeck](#)

@[phyllisweisspr](#) setting up those workflows is step 1, part of the contract of who's the decision maker [#soloPR](#)



[JanetLFalk1:14pm via web](#)

.@[PatriceKCokley](#) Agree best to meet in person, even if met before. You can see the lay of their landscape. [#solopr](#)



[KateRobins1:14pm via web](#)

@[SoloPR](#) [#solopr](#) A1. So important. Can appear culturally tone-deaf or arrogant if you don't come in on channels they use.



[SoloPR1:14pm via Nurph](#)

RT @[3HatsComm](#): A1 also, interview employees, vendors, customers; get a better sense of the biz, brand, where it is - and where to go next [#soloPR](#)



[phyllisweisspr1:14pm via Tweet Button](#)

[#solopr](#) It's important to learn a new client's working style, expectations and how and how often they like to receive information.



[3HatsComm1:13pm via TweetDeck](#)

A1 also, interview employees, vendors, customers; get a better sense of the biz, brand, where it is - and where to go next [#soloPR](#)



[KateRobins1:13pm via web](#)

RT @[SoloPR](#): Lots of agreement on personal touch early on whether in-person or using virtual meeting tools. [#SoloPR](#)



[SoloPR1:13pm via Nurph](#)

Next question, related to Q1...Q2: How do you get in a groove working with a new client? [#SoloPR](#)



[SoloPR1:12pm via Nurph](#)

Lots of agreement on personal touch early on whether in-person or using virtual meeting tools. [#SoloPR](#)



[CjShaffer11:11pm via TweetDeck](#)

RT @[PatriceKCokley](#): A1) If they're not local, there's always Skype and Hangout. [#solopr](#)



[KateRobins1:11pm via web](#)

@[KarenSwim](#) [#solopr](#) forgot to hashtag. apologies. A1. Yes re kick-off. In person. Agree on what success looks like.



[SoloPR1:11pm via Nurph](#)

RT @[PatriceKCokley](#): A1) I try to meet in person to fully understand their brand, SWOT, and goals. [#solopr](#)



[PatriceKCokley1:10pm via TweetDeck](#)

A1) If they're not local, there's always Skype and Hangout. [#solopr](#)



[SoloPR1:10pm via Nurph](#)

Welcome to those just joining, you're not late right on time. This is @[KarenSwim](#) moderating for @[KellyeCrane](#) today. We're on Q1 [#SoloPR](#)



[PatriceKCokley](#) 1:10pm via TweetDeck

A1) I try to meet in person to fully understand their brand, SWOT, and goals. [#solopr](#)



[3HatsComm](#) 1:09pm via TweetDeck

Fashionably late for [#soloPR](#) chat.. speed reading now.



[PatriceKCokley](#) 1:09pm via TweetDeck

RT @jendonovansf: A1: Meet in person (if possible) and dig deep into their goals, what keeps them up, what differentiates them. Learn, learn [#SoloPR](#)



[SoloPR](#) 1:09pm via Nurph

Emphasis on deep @phyllisweisspr [#solopr](#) Gain a deep understanding of their business/organization... [#SoloPR](#)



[PatriceKCokley](#) 1:09pm via TweetDeck

RT @SoloPR: Q1: What are your ideas, tips for effectively on-boarding new client? [#SoloPR](#)



[PatriceKCokley](#) 1:09pm via TweetDeck

Hi everyone. Sliding in from Chicago. [#socialmedia](#) & branding consulting, founder of @TheBasslineGrp. [#solopr](#)



[jendonovansf](#) 1:09pm via TweetDeck

@KarenSwim Synergy on goals and ownership is key! [#solopr](#)



[phyllisweisspr](#) 1:08pm via Tweet Button

[#solopr](#) Gain a deep understanding of their business/organization, set expectations, under promise and over deliver.



[jendonovansf](#) 1:08pm via TweetDeck

A1: Know their strengths, weaknesses, opportunities and challenges. Learn the competitive landscape. [#solopr](#)



[KarenSwim1](#) 1:08pm via HootSuite

A1: Put together a launch plan and have a kick-off meeting to ensure everyone is on same page and stakeholders are engaged [#solopr](#)



[CjShaffer1](#) 1:08pm via TweetDeck

Knowing overall business goals is a Killer strategy. Knowing how they do what they do and how you can improve that = big wins [#solopr](#)



[SoloPR1](#) 1:07pm via Nurph

RT @[jendonovansf](#): A1: Meet in person (if possible) and dig deep into their goals, what keeps them up, what differentiates them. Learn, learn [#SoloPR](#)



[jendonovansf](#) 1:07pm via TweetDeck

A1: Meet in person (if possible) and dig deep into their goals, what keeps them up, what differentiates them. Learn, learn, learn. [#SoloPR](#)



[KateRobins1](#) 1:06pm via web

RT @[SoloPR](#): Q1: What are your ideas, tips for effectively on-boarding new client? [#SoloPR](#)



[phyllisweisspr1](#) 1:05pm via Tweet Button

[#solopr](#) Hope the move goes smoothly for your mom, [@KellyeCrane](#).



[SoloPR1:05pm via Nurph](#)

Q1: What are your ideas, tips for effectively on-boarding new client? [#SoloPR](#)



[KateRobins1:04pm via web](#)

Can't wait for the day we can all print a nice [#solopr](#) lunch.



[SoloPR1:04pm via Nurph](#)

Welcome, welcome, Q1 is coming up next....[#SoloPR](#)



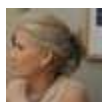
[mimosasofstyle1:04pm via Twitter for Android](#)

RT [@KarenSwim](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



[SoloPR1:03pm via Nurph](#)

Nice to see everyone gathering! [#SoloPR](#)



[KateRobins1:03pm via web](#)

[#SoloPR](#) Kate Robins. Connecticut indie. Following [#solopr](#) a long time now. Still working for me.



[KarenSwim1:03pm via HootSuite](#)

It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



[SoloPR1:03pm via Nurph](#)

#solopr transcript – 4/9/2014

For more information and resources, visit <http://soloprpro.com/>

We have room for more Qs this week, so send them to @KarenSwim without the hashtag (or by DM)! #SoloPR



Jendonovansf 1:02pm via TweetDeck

Good morning everyone! #Socialmedia consultant from San Francisco. #Solopr



KateRobins 1:02pm via web

RT @SoloPR: It's time for this week's #solopr chat, for #freelance consultants in #PR, #socialmedia and related fields. #SoloPR



SoloPR 1:01pm via Nurph

If you're joining, please introduce yourself. This is @KarenSwim, moderating for @KellyeCrane of soloprpro [dot] com #SoloPR



Jendonovansf 1:00pm via TweetDeck

@KellyeCrane @KarenSwim Have fun?!? #solopr



SoloPR 1:00pm via Nurph

It's time for this week's #solopr chat, for #freelance consultants in #PR, #socialmedia and related fields. #SoloPR